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ABSTRACT

This colloquy, part of the Council of Cultural Cooperation's project on migrants, examines the West German media's portrayal of foreigners residing in that country. Participants include media representatives from Europe and Canada. Discussion covers the portrayal of the foreigner in the press and on TV, the use of the media by foreigners, multilanguage programming, attempts to reach target groups through cable TV, and the progress made in multicultural programming in Sweden and the United Kingdom. In general, the media is viewed as neglecting the problems of migrants, particularly the complex relationship between the culture of origin and the host country. Participants confirm the need to extend, diversify, and improve the quality of media coverage about and for foreign minorities. It is recommended that the media give priority to the appropriate training of media professionals; to the active participation of communities of foreign origin in production and dissemination of information; and to greater cooperation with media professionals who cover foreign minorities and the multicultural nature of society. Extensive cooperation among European communities is urged to stimulate interchange and understanding among Europe's different cultures. The appendices include lists of program sponsors and working group participants as well as the full text of a paper by Antonio Perotti presented at the Colloquy. (CS)

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CONSEIL DE L'EUROPE

Strasbourg, 9 February 1987

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The CDCC's Project No. 7:
"The education and cultural development of migrants"

Colloquy: "Migrants and the Media – from 'guest workers' to linguistic and cultural minorities"

Cologne, 2-4 December 1986

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Strasbourg 1987

FOREWARD

As an organisation which, since it was set up in 1949, has held fast to the promotion of human rights and democracy and to the improvement of living and working conditions among the peoples of Europe, the Council of Europe has naturally played its part in the fight against xenophobia and intolerance and in the defence of the interests of migrants living in its member countries. Particular importance has been attached, notably in the recently completed project of the Council for Cultural Co-operation «the education and cultural development of migrants», to exploration of the conditions and prospects for the cultural development of migrants and of ethnic and linguistic minorities, and for the promotion of better intercultural understanding.

From the conclusions reached by this project, but also from what has emerged from work of various kinds done by other Council of Europe bodies, the mass media are quite obviously capable of playing a key part in the interchange and understanding between the different cultures that exist in Europe.

Thus the Council for Cultural Co-operation decided to make its contribution to the colloquy «Migrants and the media» (Ausländer und Medien) which was held at the instigation of a number of broadcasting stations in the Federal Republic of Germany and of the Commissioner of the Federal Government responsible for the affairs of foreign communities.

The purpose of this colloquy was to make a survey of how foreigners residing in the Federal Republic of Germany were represented in the mass media and also to make proposals for the future work of the media in favour of the cultural development of these people and a better understanding between the various ethnic and cultural groups. It was attended by programme directors, journalists and editors from the different branches of the media, media specialists and representatives of organisations and associations concerned. Important contributions to the discussions were made by participants from Belgium, Canada, France, Italy, the Netherlands, Portugal, the United Kingdom, Sweden, Switzerland, Turkey and Yugoslavia.

This report gives a very brief summary of the main contributions to the colloquy and of the results of the group discussions.

Presentation of the objectives of the colloquy

What is the image of the foreign co-citizen put over by the mass media? Do they foster better mutual understanding between the German population and the foreign population? Or do they in fact help to strengthen, even to create, prejudices?

And

How far is the true situation of the foreign minorities in the Federal Republic of Germany, with their specific cultural and linguistic identities, clearly seen through the mass media? Do the media seize the opportunity to promote "international cultural exchange in situ".

And

In what practical ways can the media foster better understanding between the German population and the foreign communities in the Federal Republic of Germany? What programmes and what kinds of features and documentaries have shown positive results so far? Is the experience of the neighbouring countries of Europe taken into account by the media?

How far are the growing possibilities offered by satellite television and by co-operation between the media in Europe being exploited for the purpose of promoting greater mutual understanding?

What new forms of co-operation could be contemplated in order to promote, in particular, European cultural integration&

It was the aim of the "Migrants and the media" colloquy to answer these questions.

Because:

The mass media are confronted by a situation which is often ill perceived. A new state of affairs has come about in the countries of Europe: foreign minorities have become established, with their linguistic and cultural identities.

The maintenance of links with their countries of origin - even in the case of prolonged residence abroad - is encouraged by economic and political integration; it is strengthened by recent developments in the means of communication. Thus the minorities live with two languages and two cultures.

In the Federal Republic of Germany, this multi-faceted situation has been approached from the narrow angle of social policy and the labour market. This has made integration in the host country difficult and continues to do so.

Opportunities for meeting and communication remain unexploited. The foreign co-citizen is not, generally speaking, considered as the possessor of a culture of equal value; he is judged almost exclusively by reference to the extent of his cultural and social adaptation.

At European and national levels, the potential for conflict in this development is now recognised. This recognition has not however led to a change in policy and the consequent adoption of radical measures.

The Federal Republic of Germany is only one example. The situation is similar in the neighbouring countries in Europe. The colloquy sought to change our perceptions, to develop new approaches and to formulate practical proposals in regard to the work of the media.

In their discussions the working groups had the help of scientific research, for the most part carried out specially for the colloquy, the results of which were presented for the first time on this occasion.

Furthermore, examples adduced by media professionals from neighbouring European countries contributed to and stimulated the discussions.

Report of the colloquy

Introductory remarks

The Colloquy on "Migrants and the Mass Media - from 'guest workers' to ethnic and cultural minorities" centred on a series of papers and the results of surveys and research given in plenary session on the first day; the contributions also provided the basis for discussion in the group work which took place on the second day.

The discussions, including those in the groups, had the benefit of a vast amount of written material concerning the subject of the colloquy in its various aspects. The group discussions produced a rich crop of conclusions and recommendations, which were to a large extent approved during the closing debate.

This report, which in the main follows the structure of the colloquy programme, gives a very brief summary of the papers presented and of the main conclusions and recommendations which emerged from the group work.

I. PAPERS AND PRESENTATION OF RESEARCH FINDINGS "MIGRANTS/ETHIC MINORITIES AND THE MASS MEDIA"

1. Opening address by Mrs Liselotte FUNCKE (Federal Government Commissioner for foreign community affairs).

In her opening address, Mrs Liselotte FUNCKE called the attention of her audience to the following points:

Refugees, foreign workers called in at a time of labour shortage or members of their families, foreigners at present settled in the Federal Republic of Germany are not "immigrants" in the conventional sense of the term.

This foreign population, at least the first generation of migrants, often still consider returning to their countries of origin and live in the Federal Republic of Germany on a "provisional" basis. The less fully these foreigners are accepted by the host society, the more they find themselves torn between their country of origin and the host country. In fact a majority of these people will not return to their country of origin.

In a state which recognises the fundamental rights of freedom of expression, assembly and religion and the equality of men of all races and all cultures, difference must not be a source of discrimination. The mass media can and must play a leading role in the necessary correction of prejudices and false representations and in creating an awareness of the circumstances and experiences of the foreign populations/ethnic minorities; they must also satisfy the need of these people to maintain their linguistic and cultural heritage. It is in any case important that the ethnic and linguistic minorities established in the Federal Republic of Germany should be more fully involved in all the work of the media.

2. "The minorities and ourselves" - paper by Professor Alfred GROSSER (Institute for Political Studies, Paris)

Referring to the Christian and humanist concept of mankind, A GROSSER proposed to explain the ethnic and cultural dimensions of the present debate on "the minorities" in our western societies. Although the establishment in our societies of ethnic and linguistic minorities of foreign origin is not unknown in our past history, new challenges are arising with the presence in European countries of communities of Muslim belief and culture. Although the politico-legal status of minorities of foreign origin varies from one European country to another, the same problems arise from the "cohabitation" of communities and groups which are distinguished not only by their different cultures but also by unequal social situations.

We cannot therefore avoid a number of fundamental questions:

How to ensure equality of opportunity for these different socio-cultural groups in our schools?

What are the connections between "maintenance of specific culture - integration - assimilation"?

Should we encourage or avoid fusion of the different cultures? Are there cultures which have not been generated through processes of fusion?

3. "The foreigner in and as seen through the media" - paper by Hans JANKE (Adolf-Grimme Institute, Marl)

Starting with the recognition that the presence of populations of foreign origin will constitute one of the principal challenges for the future of our societies in Europe, Mr JANKE developed two central points:

- The ad hoc treatment of questions concerning our co-citizens in the media is inadequate.

The media's first task therefore is to provide as much information as possible, and as systematically as possible, on the circumstances, experiences and culture of the minorities who live in our midst.

- Even if the precise impact of the media still needs further elucidation, it is certain that they contribute to the shaping of reality by their influence on our perceptions and behaviour.

In the future therefore the main task of the media should be to ensure:

- higher quality in the journalistic and artistic work of the media on, and in co-operation with, the communities of foreign origin;

- greater proficiency (training) among media professionals with a view to more accurate and sophisticated treatment not only of the circumstances but also of the experiences and cultural and psychological development of the minorities living among us;

- the concentration and rational planning of material and human resources deployed in the media for treating questions connected with the presence of minorities of foreign origin; this would appear particularly necessary in view of the danger that the present trend towards privatisation in the audio-visual sector may lead to a weakening of the media's fundamental responsibilities for the defence of democracy, human rights and equality.

4. Image of foreign minorities in television programmes in the Federal Republic of Germany (An analysis of the content of television programmes in the first nine months of 1986) by Hildegard KÜHNE-SCHOLAND

The results of this analysis supported the concerns expressed by Mr JANKE by showing that:

- the image of the "foreigner" projected by West German television is formed primarily through new items and documentaries on certain "problems" connected with their presence;

- minorities of foreign origin have little access to the media, either as participants in different types of programme, or as professionals involved in their production, or as sources of information; the way in which questions and subjects concerning these communities are treated depends essentially on third parties who, in general, enjoy privileged access to the media (political parties, trade unions, performing artists, associations etc);

- the presentation of the life and culture of foreign minorities is limited to a very narrow range of subjects (gastronomy, sport, tourism); some nationalities are over-represented in comparison with others (Italians, Greeks and Spaniards compared to Turks, for example);

- the "burden and threat for the host country" aspect often predominates in the coverage of migration questions.

5. Television programmes concerning foreign minorities and the German viewer - Paper by Dr. Josef ECKHARDT

A few weeks before the "migrants and the media" colloquy an analysis was carried out of the reception by a representative group of German viewers of information and films dealing with or presenting (among other things) foreigners in the Federal Republic of Germany.

It reveals that documentaries/information programmes were judged to be more helpful in regard to their general quality and the way in which they arouse awareness of and evaluated the situation of foreigners in the Federal Republic of Germany than films/television films.

There was a demand, not fully satisfied, for fuller treatment of questions connected with the presence of foreign communities in the Federal Republic of Germany. However, there was found to be a gulf between an "enlightened" majority, who wanted a more effective contribution by the audio-visual media to the fight against xenophobia, and a minority of viewers who clung to their resentment and mistrust of foreigners.

The mere demonstration of xenophobic behaviour and prejudices and the showing of films using clichés and simplifications would appear to be insufficient to exercise an effective influence on the attititudes of this latter group.

6. The image of foreign minorities in the Federal Republic of Germany's press (Presentation by Professor Klaus MERTEN of the results of an analysis)

A representative analysis of the West German press during the first six months of 1986 showed that in this medium "foreigners" fell into four categories: "famous" foreigners (entertainers, sportsmen, foreign politicians, guests of the country etc), foreigners in their country of origin, applicants for asylum and "foreign workers".

Whereas the first two categories were presented in a way that almost always had favourable connotations, the two last generally evoked adverse connotations or judgements and were often associated with "criminality". This applied more strongly to the Turkish population than to the other foreign populations established in the Federal Republic of Germany.

The study also revealed that the adverse attitudes to foreigners were particularly prevalent in newspapers published in towns/regions with a large foreign population.

7. The media and foreign minorities as target groups

7.1 Foreign minorities as target groups of the media - Paper by Dr. Josef ECKHARDT

A study carried out in 1981 (by the author of the paper) on the use of the media by the foreign minorities resident in the Federal Republic of Germany brought out the following trends, which appear to have changed little since that date:

- the use of the mass media by foreign minorities in the Federal Republic of Germany and what they expected of them depended to a great extent on how well they knew German;

- about 50% of foreigners can be considered to be "well integrated" in West German society (according to a classification established for the study in question). The degree of integration varies according to proficiency in German, but also according to nationality (the greatest degree of integration recorded was of Yugoslavs, the smallest of Turks), age (young people of foreign origin being more "integrated" than their elders) and socio-occupational status (white-collar workers and members of the liberal professions being more "integrated" than manual workers).

Radio and television are the media most used by the foreigners; among television programmes, they show a preference (particularly marked in the Turkish community) for those addressed specifically to foreigners in the Federal Republic of Germany. Information and entertainment are programmes dealing with the country and culture of origin are particularly appreciated and sought after, whereas information on the host country has a low rating.

As for radio programmes, foreigners in the Federal Republic of Germany listen mainly to West German radio, but also, to a not unappreciable extent, to radio stations in their countries of origin.

7.2 Self-perception and objectives of the producers of programmes in the mother tongue targeted at specific groups (Presentation by Dr. Mario BARBI and Dr. Gualtiero ZAMBONINI)

This contribution to the colloquy dealt mainly with the future development of radio-television programmes in languages of origin or bi-multilingual programmes.

Since two or three generations of minorities of foreign origin live in the Federal Republic of Germany today, programmes in their mother tongues for "foreign workers" are no longer their only source of information.

Programmes in languages of origin serve increasingly to "bridge the gap" between the different generations of migrants and between them and the German population seeking better knowledge of foreign languages and cultures.

This applies particularly to programmes in the Romance languages.

These programmes thus contribute to interchange between the different living cultures in Europe. The promotion of contact with, and acceptance of, a diversity of living cultures in Europe represents a challenge which broadcasts in languages of origin, broadcasts with an intercultural outlook aimed at target groups and all the other audio-visual programmes must take up by co-ordinating their efforts.

8. Taking account of foreign communities in the Federal Republic of Germany in the pilot projects for cable television/radio

The recent development of cable radio/television offers new prospects for extending and improving media programmes addressed to minorities of foreign origin.

Yet the conclusions we can draw at present from the experiments in cable radio/television in Dortmund, Ludwigshafen and Berlin are on the whole disappointing.

A number of structural problems are to be noted:

- the production of programmes aimed at target groups, including those broadcast in foreign languages, demands special investment in financial, editorial and conceptual terms;

- favourable acceptance of these programmes by the communities of foreign origin obviously presupposes good reception conditions (cable network, adequate receivers, information on the programmes). Unfortunately the neighbourhoods with a high concentration of foreign minorities are not at present among the sectors best served by cable;

- because of the incomplete access of foreign households, to the cable network, it is difficult to obtain funds from advertising.

- the aspirations and interests of the foreign communities in the Federal Republic of Germany do not present a homogeneous pattern. They vary and develop in accordance with length of residence and many other factors.

The lack of funds and of personnel with the journalistic and managerial qualifications necessary for the production of good quality programmes for the foreign communities to a large extent explains the present situation in this new radio/television sector.

Foreign minorities are either neglected in programmes broadcast by cable (as in the "Ludwigshafen" pilot project) or provided with material which consists almost entirely of repeats of productions by the national radio/television services of the country of origin of the target group (as in the case of TD1, the cable television service addressed to the Turkish population of Berlin).

Only the experiment in cable radio/television at present in progress in the Dortmund region has made encouraging progress in certain respects:

From the beginning, this pilot project, which was launched and conducted within an established institutional network (under public management) sought, in scheduling the new audio-visual service, to take into account the need for information and entertainment of the foreign communities of the region.

Although a number of difficulties arose and are still to be overcome (very limited financial resources, lack of professionalism of the foreign participants in the pilot project and the dismissive attitude to them of the German professionals) eight editorial teams were formed, totalling 50 persons in all. Starting in January 1987, programmes will be broadcast in Portuguese, Spanish, Italian, Serbo-croat, Greek and Turkish. These teams have followed a training course. The discussions between the participants in the pilot project established three main guidelines for the conception and production of radio or television programmes addressed more particularly to the foreign communities in the Federal Republic of Germany:

- more extensive information by radio and television on the local environment of foreign minorities is necessary in the first place because the press read by these people concentrates either on news and life in the country of origin (language-of-origin press) or on political questions of supra-regional interest for the host society;

- furthermore, informing foreign communities about their local environment is all the more necessary in that decisions, events and institutions in the locality concern all residents, whatever their nationality. The less the foreign communities are informed on and involved in this field of communal action, the greater the danger of the native population being unaware of and neglecting their aspirations and interests;

- respect for foreigners' psychological need to have their linguistic and cultural heritage accepted must not hinder the development of their self-perception (in regard to that heritage, on the one hand, and to the host society, on the other).

9. The mass media and the cultural development and integration of migrants/ethnic minorities in Europe

9.1 Contribution of the media to the cultural development and integration of migrant workers in Europe (Antonio PEROTTI, Council of Europe consultant and Director of CIEMI, Paris)

With reference to the European migrations to the United States of America and to the development of "media-immigrant", relations in that country, Mr PEROTTI first pointed out that the "media-immigrant" relationship is, generally speaking, between unequals and reflects collective outlooks which express the state of the society concerned.

The multiplicity of objectives pursued by public policy in the media services addressed to migrants/ethnic minorities (helping immigrants to understand the host society, giving minorities access to the media, promoting inter-ethnic understanding in the local and national community, providing immigrants with means of information on their countries of origin and the development of their own culture, helping the host society to acquire a better knowledge of the immigrant communities) are not generally attained to a satisfactory extent.

Furthermore, the impact of the media today on the identification, integration and acculturation of migrants, particularly of the younger generations, still needs to be explored further. Promising new prospects may open up for "media-immigration" relations as a result of a new approach, which, while placing these relations in their present overall social context, aims at educating all of us to recognise diversity and encourages the direct participation of the communities concerned (particularly the young and women) in creative work in the media (see Appendix III).

9.2 Radio and television programmes in Sweden and the United Kingdom directed at ethnic and linguistic minorities and/or seeking the promotion of intercultural understanding (Mrs C RUHNBRO, Swedish radio/television and Mr David LEE, IBA, United Kingdom)

These papers presented the interesting experiments carried out in the audio-visual sector in Sweden and the United Kingdom, countries which officially recognise the multicultural nature of their populations.

The following points made by the two contributors should be mentioned here:

- Following an explicit commitment by Swedish radio and television to cater for the interests of the ethnic and linguistic minorities in the country (a commitment laid down in the convention concluded between Swedish radio and television and the State), the production and broadcasting of programmes addressed to these populations have been greatly increased (at the moment 3,640 hours a year on radio and 231 hours a year on television are devoted to them in 10 foreign languages). The promotion of bilingual programmes has been given increasing importance;

- Under the public/state regulations governing the number of hours assigned to programmes of this kind, it is proving difficult to broaden the range of languages used and of programmes aimed at these specific groups without reducing the time allocated to existing programmes;

- Institutional structures such as the Independent Broadcasting Authority (IBA) in the United Kingdom, which rely on a vast and diversified network of independent producers to provide material for radio/television programmes, have in principle much greater scope to cater for the specific interests of ethnic and linguistic minorities.

  However, although the IBA has made notable progress in providing audio-visual services to the educational institutions (with a view to the preparation of pupils for a multicultural society) and in producing programmes for ethnic minorities or for the promotion of communication between the different cultural communities (in Channel 4 for example), a satisfactory answer has not yet been found to the question of how best to represent the multi-racial character of British society and to put over positive images of the minorities in general programmes with a wide audience.

II. SUMMARY OF THE CONCLUSIONS OF THE GROUP WORK

The group work broadened the debate on the extent to which foreign communities are at present being catered for in the German media (incorporating comparisons with the situation in other western countries) and produced proposals for future work in this sector, dealing separately with the following "sub-sectors":

- television: cultural and information programmes;

- television: variety programmes, films, drama etc;

- radio;

- the press;

- media production in languages of origin and/or addressed to target groups.

A number of conclusions emerged from this work, which reflect convergent views on the main points (1).

The group discussions revealed that the vast majority were agreed on the appraisal of the present state of "foreign communities - media" relations in the Federal Republic of Germany.

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(1) The full text of the conclusions and proposals resulting from the group work and an account of the proceedings of the colloquy will be available (in German) from March/April 1987. Those interested can apply to the Bundeszentrale für politische Bildung, Berliner Freiheit 7 D - 5300 Bonn.

The foreign communities which have established in the Federal Republic of Germany since the end of the 50s are now an integral part of society and make an important contribution to it. Yet the media production addressed to these communities has remained very limited, even if the Turks in particular, have large number of papers available to them in their own language.

Radio programmes addressed to these minorities lack variety and do not take sufficient account of life and events at local level.

Generally speaking, the media neglect the practical problems of migrants, in particular the complex relations between their culture of origin and their new environment in the host country.

The media in the Federal Republic of Germany should, as a whole, be contributing more actively to exchanges and understanding between the native population and the minorities of foreign origin. The German Radio/Television Act explicity stipulates that the media concerned must promote understanding between peoples.

The recommendations and proposals formulated in the working groups provide a number of guidelines on what should be done:

The conclusions of the group discussions confirm the general need to extend and diversify media production dealing with foreign minorities and to improve its quality.

This obviously requires the provision of the necessary financial and technical resources. Beyond that a more accurate representation of the situation and culture of the foreign populations and a more effective contribution by the media to interchange between various linguistic and cultural groups can only be achieved by the painstaking work of well-informed professionals in close touch with the situations they deal with.

It was recommended that in future the media should avoid:

- the thoughtless use of terms with connotations liable to provoke or strengthen resentment and hostility among the native population towards foreign minorities, such as "wave of asylum seekers", uncontrolled influx of foreigners etc;

- the population of foreign origin being mainly represented in the media from the point of view of "problems" connected with their presence in the country or in the context of "folklore" events.

There should be more programmes and documentaries dealing in depth with the life and cultural contribution of the foreign communities in the Federal Republic of Germany, with a view to highlighting their cultural traditions, on the one hand, and on the other hand, the new developments and forms of expression emerging from the experience of these populations in the host society.

On television, a series of historical and/or cultural programmes should be produced which are of interest both to the native population and the population of foreign origin, for example on Arab culture in Europe, Germano-Turkish history, the culture of foreigners in our midst etc.

Efforts should also be deployed to make good the lack of information on life and events at the local level concerning the foreign minorities.

In particular radio stations (regionalised in the Federal Republic of Germany) and the local press are urged to provide regular information on matters connected with the life of foreigners in the municipality and on positive examples of "cohabitation" and co-operation between native and foreign residents.

Furthermore, language-of-origin or bi-multilingual radio and television broadcasts can play a key role in information and cultural enhancement of the various groups and generations of foreigners and in the promotion of understanding between them and the native population. Their adaptation to the situation and changing lives of migrants/ethnic minorities, their diversification and their development deserve to be actively supported.

In general and in all the media, priority should be given in the pursuit of these objectives to three sectors:

- appropriate training of media professionals: measures should be taken to encourage the training of journalists, programme directors, presenters etc from the foreign communities and to give due consideration to the multicultural aspects of society in the initial and continued training of native professionals;

- active participation of communities of foreign origin in the production and dissemination of information through the media:

Fair presentation of the situation and lives of foreign minorities should obviously not preclude the recounting of their experiences and the expression of their opinions by the persons concerned themselves. The following measures were proposed to this end:

. greater recourse to members of foreign communities as sources of information and as "programme consultants" and "special correspondents" of newspapers at local level;

. representation of foreign minorities in the supervisory boards of the public audio-visual authorities in the Federal Republic of Germany;

- co-operation: more thorough and more extensive co-operation should be developed, and as far as possible institutionalised, among media professionals dealing with questions concerning foreign minorities and the multiculturality of society.

In the radio sector a "radio exchange" might be created, which would provide for a regular exchange of information on matters which concern and interest the foreign communities; in the press sector new forms of co-operation between German papers and foreign papers (or papers published in foreign languages) should also be explored, for example the temporary exchange of journalists.

Finally, discussions which took place during the colloquy emphasised the importance of European co-operation in the media (in the form of co-productions, exchanges of some programmes - and possibly of the professionals concerned - the production of European programmes etc) with a view to the joint promotion of the cultural development of migrants/ethnic and linguistic minorities in Europe, but also in order to stimulate interchange and understanding between the different cultures which have been an integral part of European history and will also be an integral part of our common future.

Sponsor:

- **Commissioner of the Federal Government for the Integration of Foreign Workers and their Families, Bonn (responsible coordinator)**

  Contact

  Dr. Beate Winkler-Pöhler, Bernhard Schmidt (Staff)
  Postfach 14 02 80
  5300 Bonn 1
  Telefon (02 28) 5 27 - 22 36/23 07

- Federal Centre for Political Education, Bonn

  Contact

  Dr. Dieter Schmidt-Sinns
  Berliner Freiheit 7
  5300 Bonn 1
  Telefon (02 28) 5 15 - 2 14

- German Commission for UNESCO, Bonn

  Contact

  Dr. Horst Richter
  Colmantstraße 15
  5300 Bonn 1
  Telefon (02 28) 63 15 91

- Council of Europe Strasbourg

  Contact

  Dr. Gabriele Göttelmann
  Conseil de l'Europe
  Secrétariat Général
  Boîte postale 431 R 6
  F-67006 Strasbourg Cedex
  Telefon (00 33) 88 - 61 49 61

- Voice of Germany, Köln

  Contact

  Dr. Erhard Kluge
  Raderberggürtel 50
  Postfach 10 04 44
  5000 Köln 51
  Telefon (02 21) 3 89 - 20 57

- Deutschlandfunk, Köln

  Contact

  Dr. Jürgen Reiß, Ulrich Ritter
  Raderberggürtel 40
  5000 Köln 51
  Telefon (02 21) 3 45 - 24 20 / 24 70

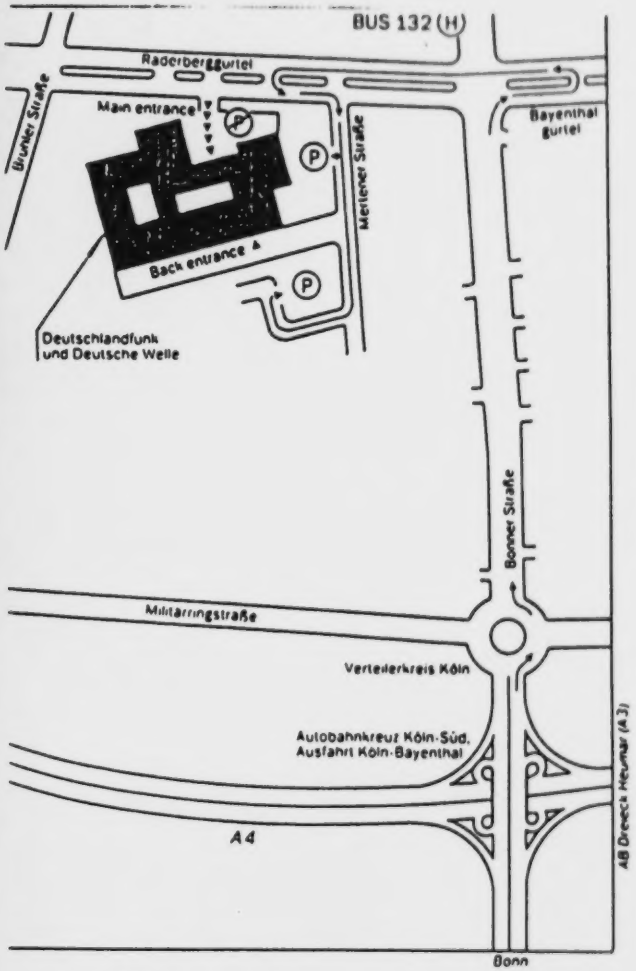
- Westdeutscher Rundfunk, Köln

  Contact

  Dr. Josef Eckhardt
  Appellhofplatz 1
  5000 Köln 1
  Telefon (02 21) 2 20 - 44 03

APPENDIX I

PROGRAMME



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If you arrive by car:
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If you arrive by train:
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Telefon (02 28) 5 27 - 22 36 / 29 73

Conference Secretariat: Between Großer Sendesaal and Mehrzweckstudios
Contact person:
Celia Schmidt
Federal Centre for Political Education
5300 Bonn 1
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Contact persons for the press:
- Dr. Beate Winkler-Pöhler (Staff of the Commissioner of the Federal Government for the Integration of Foreign Workers and their Families)
- Dr. Erhard Kluge (Voice of Germany)

Information: In the plenary sessions simultaneous translation German-English, English-German and French-German, will be available.
Translation will also be available in Working group 1 "Television, Sector Information/Culture" and Working group 6 "Media offers in the mother tongue/programms aimed at specific groups".

MASS MEDIA AND FOREIGN MINORITIES

From "Migrant Workers" to Linguistic and Cultural Minorities in Europe

- Survey and Perspectives -

Time: Tuesday, 2 December 1986, 9.00 am
to
Thursday, 4 December 1986, 2.00 pm.

Location: Großer Sendesaal
Voice of Germany/Deutschlandfunk
Raderberggürtel 40-50
5000 Köln 51

Subject and Objectives of the Conference

We are seeking answers to the following questions: What image of foreign minorities is conveyed by the mass media? Is mutual understanding being enhanced? Or are the mass media contributing to prejudice between Germans and foreign minorities?

Besides:

Are the mass media conveying the idea of foreign minorities living in the Federal Republic of Germany with a linguistic and cultural identity of their own? Do the media seize the opportunities to foster international cultural exchange at home?

Besides:

What chances are there for the media to improve the understanding between Germans and foreign minorities? What programme content, what forms of coverage have had a positive impact? Are the media making use of the experience of the European neighbouring countries? Are satellite television and the growing co-operation between the European media being used to enhance mutual understanding? What new procedures are conceivable with regard to achieving cultural integration in Europe?

These are the issues which the International Expert Meeting «Mass Media and Foreign Minorities» is trying to deal with.

These are the reasons:

The mass media are confronted with a situation which is often ignored:

A new situation has developed in the European countries. Foreign minorities with a linguistic and cultural identity of their own have settled within alien societies. Even after a long stay in the host country, the existing links to their country of origin are furthered by economic and political integration, and supported by developments in the international media scene. Thus the minorities are living with two languages and cultures.

In the Federal Republic this complex situation has so far been subordinated to an exclusively labour market and social policy view. This attitude has hampered integration into the receiving country, opportunities of meeting and communication being neglected. Generally speaking the migrant worker is not accepted and is almost exclusively judged according to the degree of his cultural and social adjustment. The potential for social conflicts inherent in such an attitude has been fully recognised in official studies and resolutions both at the European and the national level. This has, however, not led to basic changes or fundamental measures.

The situation in the European neighbouring countries is similar. The Federal Republic of Germany is therefore only one example among others.

It is the goal of the conference to modify attitudes, to find new approaches, and to formulate practical proposals for media procedures.

The discussion in the working groups will be based on scientific studies: most of them have been specifically prepared for this meeting and will be presented there for the first time. Examples of media coverage from the European neighbouring countries will be used to stimulate the discussion.

Follow-up to conference results: The outcome of the meeting will be documented in various languages and used by national and international organisations.

Participants: According to programme and objectives, the conference is addressed to experts in the media field and on foreign minorities issues, such as:

- persons responsible for programmes
- editors in all branches of the media
- media critics and media experts
- members of foreign minorities
- representatives of organisations concerned with foreign minorities

The presentation and discussion of the reports from the working groups being particularly apt to interest a broader public, a larger number of persons will be invited to attend the last day's session, such as:

- politicans
- members of the press
- representatives of diplomatic missions and international organisations

TUESDAY, 2-12-1986

Großer Sendesaal
Voice of Germany/Deutschlandfunk

9.00 am Opening of the conference and welcome of the participants:
Liselotte Funcke,
Commissioner of the Federal Government for the Integration of Foreign Workers and their Families, Bonn

9.20 am "The Minorities and ourselves
The Ethical and Cultural Challenge."
Speaker:
Professor Dr. Alfred Grosser,
Fondation Nationale des
Sciences Politiques, Paris

10.00 am «The foreigner in and as seen through the media».
Speaker:
Hans Janke,
Adolf-Grimme-Institut, Marl

10.40 am BREAK

11.00 am "Present and Future Contributions of the Mass Media to the Cultural Development and Integration of Migrant Workers in Europe."
Speaker:
Antonio Perotti,
Council of Europe, Strasbourg

11.15 am Presentation of Media Examples from European Neighbouring Countries:

"Television broadcasts for ethnic minorities and intercultural communication in Great Britain, illustrated by the example of Channel 4."
David Lee, ITV/Channel 4

"Radio and Television Broadcasts for ethnic minorities and intercultural communication."
Christina Rühnbro, National Swedish Radio

12.00 am Discussion

Chair:
Dr. Beate Winkler-Pöhler,
Staff of the Commissioner of the Federal Government for the Integration of Foreign Workers and their Families, Bonn

12.45 pm LUNCH

2.00 pm Surveys and discussion:

"The Image of Foreign Minorities in the German Press,"
Professor Dr. Klaus Merten,
University of Münster

"The Image of Foreign Minorities in the German Television Programme,"
Hildegard Kühne-Scholand,
Adolf-Grimme-Institut, Marl

"Television Programmes concerning Foreign Minorities and the German Viewer,"
Dr. Josef Eckhardt,
Westdeutscher Rundfunk, Köln

Chair:
Dr. Dieter Schmidt-Sinns,
Federal Centre for Political Education, Bonn

4.00 pm BREAK

4.30 pm "Foreign Minorities as a Target Group of the Mass Media,"
Dr. Josef Eckhardt,
Westdeutscher Rundfunk, Köln

"Self-perception and Objectives of Producers of Programmes in the Mother Tongue Targeted at Specific Groups,"
Representation by:
Dr. Mario Barbi and Dr. Gualtiero Zambonini,
Westdeutscher Rundfunk, Köln

"Programme offerings by new services specifically Aimed at Foreign Viewers", Examples:
- Cable TV pilot project Berlin
  Dr. Otfried Jarren,
  Freie Universität, Berlin.
- Cable TV pilot project Dortmund
  Hildegard Kühne-Scholand,
  Adolf-Grimme-Institut, Marl.
- Cable TV pilot project Ludwigshafen
  Dr. Erich Mohn,
  Pädagogische Hochschule, Weingarten.

Chair:
Dr. Giacomo Maturi,
Deutschlandfunk, Köln

5.45 pm BREAK

6.00 pm to 7.30 pm General discussion

Chair:
Barbara Dickmann,
Forum "Wir", Bonn and Konstantin-TV, München

followed by: Reception given by the Voice of Germany and the Deutschlandfunk

WEDNESDAY, 3-12-1986

9.00 am to 12.30 am — Setting up of working groups and group work:

Working group 1:
"Television, Section Information/Culture"
Chair:
Dr. Hansjürgen Rosenbauer,
Westdeutscher Rundfunk, Köln
Rapporteur:
Dr. Faruk Sen,
Zentrum für Türkeistudien, Bonn
Location:
Konferenzraum 1,
Intendanz 2nd floor Deutschlandfunk

Working group 2:
"Television, Section Fiction, Entertainment"
Chair:
Dr. Norbert Schneider,
Allianz-Filmproduktion, Berlin
Rapporteur:
Dr. Gertraud Linz,
Zentrale Fortbildungsstelle von ARD and ZDF,
Frankfurt
Location:
Konferenzraum 2,
2nd floor Intendanz Deutschlandfunk

Working group 3: "Radio I"
Chair:
Karola Sommerey,
Radio Bremen
Rapporteur:
Dr. Karl-Heinz Meier-Braun,
Süddeutscher Rundfunk, Stuttgart
Location:
A 110 Voice of Germany, Köln

Working group 4: "Radio II"
Chair:
Dietrich Schlegel,
Voice of Germany, Köln
Rapporteur:
Ulya Breuer-Ücer,
Westdeutscher Rundfunk, Köln
Location:
A 117 Voice of Germany, Köln

Working group 5: "Printing Media"
Chair:
Barbara John,
Commissioner for Foreigners
Issues of the Senate of Berlin, Berlin
Rapporteur:
Christian Schneider,
Süddeutsche Zeitung, München
Location:
Mehrzweckstudio 1.7 Deutschlandfunk

Working group 6: "Media offerings in the
mother tongue/programmes aimed at specific groups"
Chair:
Prof. Dr. Hakki Keskin,
Speaker for Turkish associations, Hamburg
Rapporteur:
Danja Antonovic,
Journalist, Hamburg
Location:
Sitzungssaal Deutschlandfunk

12.30 pm — LUNCH

2.30 pm to 6.00 pm — Continuation of group work

8.00 pm — Reception given by the Westdeutscher Rundfunk ("Kölsches Buffet")

THURSDAY, 4-12-1986

Großer Sendesaal
Voice of Germany/Deutschlandfunk

9.00 am **Presentation of the results of the working groups by the rapporteurs**

Working group 1: "Television, Section Information/Culture"
Rapporteur:
Dr. Faruk Sen,
Zentrum für Türkeistudien, Bonn

Working group 2: "Television, Section Fiction/Entertainment"
Rapporteur:
Dr. Gertraud Linz,
Zentrale Fortbildungsstelle von ARD und ZDF, Frankfurt

Working group 3: "Radio I"
Rapporteur:
Dr. Karl-Heinz Meier-Braun,
Süddeutscher Rundfunk, Stuttgart

Working group 4: "Radio II"
Rapporteur:
Ulya Breuer-Ücer,
Westdeutscher Rundfunk, Köln

Working group 5: "Printing Media"
Rapporteur:
Christian Schneider,
Süddeutsche Zeitung, München

Working group 6: "Media offers in the mother tongue/programmes targeted at specific groups"
Rapporteur:
Danja Antonovic,
Journalist, Hamburg

Chair:
Dr. Beate Winkler-Pöhler,
Staff of the Commissioner of the Federal Government for the Integration of Foreign Workers and their Families, Bonn

10.30 am **Break**

11.00 am **Plenary discussion**
Presentation:
Fritz Schalken,
Voice of Germany, Köln

12.30 pm **Closing speech:**
Liselotte Funcke,
Commissioner of the Federal Government for the Integration of Foreign Workers and their Family Members, Bonn

1.00 pm **Press Conference**
(Sitzungssaal Deutschlandfunk)

2.00 pm **End of the conference**

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Celia Schmidt
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Bonn, November 1986

A P P E N D I X II

LIST OF PARTICIPANTS

Working Group 1

Chair: Dr. Hansjürgen Rosenbauer,
Westdeutscher Rundfunk, Köln

Rapporteur: Dr. Faruk Sen,
Zentrum für Türkeistudien, Bonn

Alice Ammermann, Mainz
Hans Joachim Arnold, Bonn
Vijoy Batra, Hamburg
RA Herbert Becher, Bonn
Dr. Klaus Bednarz, Köln
Norbert Botani, Paris
Dr. Joachim Burkhardt, Köln
Victor Canales, Strasbourg
Mark Curfoot-Mollington, Ontario/Canada, Ottawa
VLR R. Dobbelstein, Bonn
Halid Ertugrue, Ankara
Claudia Fenster, München
Jacques Fresnel, Paris
Morton Giersing, Paris
Orkan Gökce, Marl
P.M. Hendriksen, Hilversum
Volker Happe, Köln
Erika Jobst, München
Prof. Dr. Rainer Kabel, Berlin
Hildegard Kühne-Scholand, Marl
Maria Kalag, München
David Lee, London
Lenarduzzi, Bruxelles
Carola Lenz-von Traitteur, Bonn
Mariano Maggiore, Bruxelles

Dr. Uwe Magnus, Köln
Gunter Marx, Bonn
Prof. Dr. Jean Mc Nulty, Ontario/Canada, Ottawa
Karl Mertes, Köln
Jürgen Müller, Mainz
Dr. Karl H. Müller-Sachse, Köln
Dr. Baskin Oran, Bonn
Dr. Konrad Pölzl, Freiburg
Klauss Poll, Ankara
Gabi Reich, Paris
Rolf Scheller, Dortmund
Navina Sondaram, Hamburg
M. Stobart, Strasbourg
Peter Teckentrup, Köln
Benno Wagner, Bochum
Bettina Wenke, Stuttgart
Dr. Beate Winkler-Pöhler, Bonn
Ahmet E. Yigitgüden, Frankfurt
Feridun Yücedinc, Frankfurt
Ali Yürttagül, Brüssel
Jürgen Zech, Hamminkeln

Working Group 2:

Chair: Dr. Norbert Schneider,
Allianz-Filmproduktion, Berlin

Rapporteur: Dr. Gertraud Linz,
Zentrale Fortbildungsstelle von ARD und ZDF, Frankfurt

Frau Meral Akkent, Nürnberg
Erich Dederichs, Bonn
Frau Deniz Dülec, Berlin
Tilmann Ernst, Bonn
Prof. Dr. Wolfgang Gast, Giessen
Imme de Haen, Frankfurt

Prof. Dr. Josef Hackforth, Münster
Frau Hartmann, Datteln
Albert Heins, Berlin
Andreas Janning, Köln
Dr. Michael Kunczik, Hennef/Bonn
Elmar M. Lorey, Mainz
Frau Dr. Inge Niemitz, Giessen
Osman Okkan, Köln
Sema Poyraz, Berlin
Hartmut Reichow, Bonn
Wolfgang Roessle, Strasbourg
Dr. Uwe Rosenbaum, Berlin
Dr. Helmut Sausen, Bonn
Dr. Dieter Schmidt-Sinns, Bonn
Frau Azur Toker, Remscheid
Peter Ulbrich, Marl
Martin Wachtel, Marl
Rosi Wolf-Almanasreh, Frankfurt
Slavko Yurili, Münster

Working Group 4:

Chair: Dietrich Schlegel,
Deutsche Welle, Köln

Rapporteur: Ulya Breuer-Ucer,
Westdeutscher Rundfunk, Köln

Hildegard Becker, Köln
Manfred Bohr, Köln
Prof. Dr. Michele Borrelli, Wuppertal
Ralf Eilers, Göttingen
Dr. Peter Fendrich, Bonn
Dr. Werner Fuhr, Köln
Friedrich Gmeiner, München
Dr. Marhild Hoffmann, Bonn

José Alberto Haro Ibanez, Neuwied
Dr. Ursula Mehrländer, Bonn
Manuel Moral, München
Ulrich Ritter, Köln
Professor Dr. Coskun-San, Berlin
Markus Schnapka, Bonn
Ernst Schulte-Holtey, Bochum
Dieter Thoma, Köln
Carmen Thomas, Köln
Dr. Heide-Rose Verderber, Köln

Working Group 5:

Chair: Barbara John,
Ausländerbeauftragte des Berliner Senats

Rapporteur: Christian Schneider,
Süddeutsche Zeitung, München

Dr. Manfred Budzinski, Stuttgart
Maren Büchel, Saarbrücken
Dieter Brauer, Köln
Günter Burkhardt, Frankfurt
Metin Dalman, Stuttgart
Eleonor C. Deeley, Köln
Bernhard Döveling, Bonn
Jens-P. Dorner, Köln
Axel Drews, Bochum
Heide Elsholz, Soest
Hans-P. Stellmach, Hamburg
Eberhard de Haan, Bonn
Richard Hiller, Stuttgart
Alexander E. Lang, Bonn
Dr. Wolfgang Mayer, Schwaig
Birgit Mentzel-Buchner, Bonn
Prof. Dr. Klaus Merten, Münster
Manfred Oepen, Berlin
Felix Rodriguez, Bonn
Wolfgang Römisch, Düsseldorf
C. Heide-Poelder, Bonn
Dr. Helga Herrmann, Köln

Josef Schlösser, Bonn
Michael Schmid-Ospach, Köln
Hildegard Schmidt, Bonn
R.H. Schubert, Bonn
Volker Schulze, Bonn
Manfred Struck, Bonn
Dr. Heinz Verführth, Köln
Dr. Rainer Wicke, Bonn
Evangelischer Pressedienst, Frankfurt

Working Group 6:

Chair: Professor Dr. Hakki Keskin,
Sprecher türkischer Verbände, Hamburg

Rapporteur: Danja Antonovic,
Journalistin, Hamburg

Frau Prof. Dr. Nermin Abadan-Unat, Ankara
Francesca Adans, Liège
Fatma Arig, Cagologlu - Istanbul
Dr. Mehmet Aktan, München
M.Bachiri, Paris
M. Ben Abla, Paris
Fuat Bultan, Bonn
Manuel Campas, Frankfurt
Dr. Mihram Dabag, Düsseldorf
M. El Ktibi, Bruxelles
Juan Esteller Subirana, Frankfurt
M.T. Farès, Paris
Dr. Gabriele Göttelmann, Strasbourg
Jacques Gouverneur, Liège
W. Gras, Hilversum - NL
Dr. Gualtiero Guidi, München
Dr. Anna Herbst-Oltmanns, Bonn
Dr. Charles Husband, Bradford
Dr. Wolf-Dieter Just, Mülheim
Fehmi Kaya, Bremen
M. Kettan, Saint-Ouen
Dr. Andreas Koulopoulos, Bonn

Birgit Koss-Kynast, Berlin
Prof. Dr. Zdravko Lekovic, Belgrad
V.A.M. Mannikendam, Hilversum
Barbara Mende, Bonn
Georgios Metallinos, München
Jolio Montalvillo, München
Andreas Mouzouris, Frankfurt/M.
Frau O'Connor, London
Erkin Özgüc, Berlin
Dr. Yüksel Pazarkaya, Köln
Christian Petry, Weinheim
José Povedano Sánchez, Remscheid
Prof. Dr. Novak Popović, Belgrad
Redaktion, WDR - TV, Köln
Dr. Miroljub Radojkovic, Belgrad
Hanns Heinz Röll, Mainz
Berrada Saïd, Bruxelles
Abubekir Saydam, Bonn
Bernhard Schmidt, Bonn
Egon Stoffers, Berlin
Michael Wolf Thomas, Hamburg
Lily Tasso, Montreal/Quebec/Kanada
Dr. Daniele Toffoletto, Groningen
M. Meab Toul, Paris
Agnello Verde, Rom
Kostas Vlachojannis, Flörsheim
Horst Wesseler, Köln
Dr. Geylani Yekta, Bonn

A P P E N D I X III

Contribution of the media to the cultural development and integration of migrant workers in Europe

Survey and prospects

by

Antonio PEROTTI

Director of the Centre for Information and Studies on International Migrations,

Paris

INTRODUCTION

May I say, to begin with that the purpose of this paper is simply to make a few points - with reference to the American experience - on the manifold and complex relations between the media and the integration/ cultural development of immigrants in Europe, rather than attempt a full survey of the question.

This was recently done, very thoroughly, at the International Conference at Tampere in Finland in 1983 (1), held under the auspices of Unesco, on the "Role of information in the realisation of the human rights of migrant workers"; an account of its proceedings was presented and published by T HUJAMEN. At this conference, several national reports on the state of the question were presented by various research workers. We shall often refer to them in what follows. An analysis of the subject and a number of proposals were also made, very recently, by Sirkka MINKINNEN (2) at the symposium, held in Finland from 1 to 5 September, on "The world in the European classroom", organised by the Council for Cultural Co-operation of the Council of Europe.

We would like to put the emphasis here on the prospects rather than on the results already achieved. We shall endeavour to assess these prospects from the information obtained both from the reports submitted at Tampere and from the work of Project No. 7 on "The education and cultural development of migrants" as well as from other work done by the Council for Cultural Co-operation of the Council of Europe (3). We shall approach this subject with an historical survey which we think will be helpful for our purposes.

1. Media-immigration: a history which goes back a long way

Media-immigration relations have a long history, more than a century old. They go back to the period which witnessed the great European migrations across the ocean to the United States at the same time as a vast expansion of the press, the daily opinion press and the trade union, political, economic, religious, ethnic press etc.

The impact then made remained a potent force, which was to leave its mark on the media up to the present day. It is from the American experience at the end of the XIXth century that European research has established the enormous influence of the media (only the written press was then concerned) on the formation of group identities, on the direct or indirect distortion of the image and perception of minority ethnic groups and of the myths connected with the majority group.

It is again this American experience which confirmed the fact that immigrant communities or minority groups resulting from immigration tend to describe and perceive themselves as forming a relatively homogeneous group in relation to the perception which the natives (the majority group) have of them and to find their place accordingly in relation to the majority. And it is finally from this experience that the media have emerged as a paramount social agent in the strengthening and dissemination of these perceptions and in the use of a whole range of national stereotypes.

The American experience of relations between the media and immigration did not stop at the press. It developed considerably with the birth of the film industry during the 20s, of radio broadcasting in the 30s and, in the last 30 years, with the great expansion of television.

To our knowledge, no research has been done either in the United States or in Europe to analyse the growing marginalisation, in the information and communication network, of the immigrant communities - already markedly short of means of information and communication - as a result of their progressive exclusion from the development of the media. Access to the new media forms (cinema, radio, television) which have become increasingly difficult because of their cost and the professional qualifications required, are often barred to private individuals owing to their public institutional character and to minorities because their management is concentrated in the hands of the dominant group.

And yet information, communication and the right of expression are the basis of all democracy and are certainly one of the best criteria for evaluating it.

1.1 A history which has a harsh lesson to impart

The history of media-immigration relations which comes to us from the United States tells a bitter story, which makes significant reading for us. From all the research carried out in the USA on the images conveyed by the media of immigrants or of the ethnic communities resulting from immigration, and on their place or their access to the media, the same conclusion emerges: one of unfavourable stereotypes, on an enormous lack information, of silence on their economic role and the absence of any participation in media programming, creation, production and dissemination. The same situation is to be found in Europe (4). The American experience provides us with two explanations, which it would not be unhelpful to mention here.

Media-immigration relations are based on inequality and are a reflection of history. Immigration, bound up with the idea of otherness and difference, would seem to run counter to one of the functions of the media, which is the integration of the individual in the social corpus, the homogeneity of the whole of society and a social coherence often identified with a single standard, that of the majority.

Moreover, the media are both the cause and effect of public opinion. We have here the fundamental objective of the media's message, which seeks not only to be transmitted but also to be received, and this brings us back to the commercial nature of all media production, which is also industrial production.

The media are a commercial business, which, if it is to survive, cannot afford to ruffle its readers, listeners and viewers "in their ideas, their prejudices, their hopes; it must offer them the fodder which they expect, prove to them, as Madeleine VARIN d'AINVIELLE says, the existence of a group which thinks as they do ..., give them the support of common thought" (5). Thus, through the process of subtle and constant interplay, the media influence their "consumers" and are influenced by them.

The media simply participate in the systems of collective representation which express the state of society.

In the sense which DURKHEIM gave to public opinion, information on immigration in the media exists primarily through society's representation of it (6). But the images which society has of the ethnic and cultural minorities in its midst differ according to the multi-ethnic national situations which have resulted from nationalism, the history of conquest, slavery, colonisation, de-colonisation or the immigration situation (7).

The distinciton between these different types of history has its own raison d'être, which is of a sociological and psychological nature. For although there are formal similarities between the multi-ethnic national situations in the world (whatever their origin), a multi-ethnic situation resulting from slavery, colonisation or decolonisation is not experienced in the same way as one brought about by immigration and neither of them are today the result of the history of conquests. Attitudes to the minorities concerned differ in each case, as do the underlying motivation of their grievances. We can thus appreciate the severe handicap experienced by certain minority groups in certain countries of Europe, in which the history of their immigration was preceded by a long history of colonisation and slavery. The stereotypes connected with the socio-economic status of the "immigrant" are thus superimposed on the stereotypes of the superiority of civilisation and race connected with the two other phenomena. And the media will bear the imprint of these stereotypes.

1.2 The partly learned lesson: the Tampere Conference

It was in recognition of the severe handicaps and conditions of inequality which have so far affected media-immigration relations that the final report of the Tampere Conference laid down the following three requisites for future relations:

- Because of their legal status and their socio-economic position, migrant workers often have little access to the normal channels of communication and so cannot fully enjoy their human rights of freedom of expression and opinion.

- The media and the other means of communication can contribute to the promotion of fundamental human rights. It is therefore important to guarantee migrant workers equality of access to and participation in the media.

- The right of migrant workers to receive regular information in their own language, covering both their country of origin and the host country, is an essential right.

- Migrant workers should not be seen only as consumers of information or simply as objects of cultural adaptation, but also as subjects of communication and cultural creation. (8)

2. What is being done: objectives - resources - limits

2.1 The objectives of institutional policies can be summed up along five lines of approach:

1. to help immigrants to understand the host society;

2. to give minorities access to the media;

3. to foster inter-ethnic understanding in the local and national community;

4. to provide immigrants with the means for obtaining information on their country of origin and for enhancing their own culture;

5. to help society to obtain better knowledge of the immigrant communities.

The measures taken often seek to combine the various objectives, putting the emphasis on one or the other, mainly according to the generations they are aimed at (adults of the first generation or new generations) and the degree of integration and size of the different communities.

2.2 Means. Limits.

The means for achieving the first objective are limited, in general, to radio and television broadcasts, but in some countries, such as the Federal Republic of Germany, the press is involved as well. Generally speaking, the language used is the national language of the country of origin, sometimes with commentary or sub-titles in the local language. Although several countries have tried to adapt school television broadcasts for teaching the local language to programmes for adults and although these experiments have produced very good results in regard to the efficiency of the audio-visual techniques (9), what has been done on these lines has not been adequate to the enormous needs manifested in this respect by the immigrant communities. The great expansion of the video-cassette has perhaps influenced these programmes, as it has already influenced all school television.

Although the programme time allotted to the first objective varies appreciably according to the size of the target community, it must be admitted that, according to various surveys carried out in several countries, these programmes, which in general attract a large audience, are criticised for their brevity and meagre content (sometimes they are reduced to a short list of news items without any guidance on the specific problems which the immigrants have to face: access to the labour market, to training and schools, to housing, health etc) (10).

The use, to the same end, of the press published by the local authorities or by trade union organisations in the different languages, which is distributed free to immigrants (a method widely used from the 70s onward in the Federal Republic of Germany) does not seem to have had the impact hoped for. A survey of Turkish immigrants showed that less than 20% read these free publications, which are very expensive to produce (11).

The second and third objectives seem to be pursued mainly in the United Kingdom, where the evident inadequacy of the recruitment and training of journalists from ethnic minorities in the national press has for several years past been widely debated in public (12). It is also the United Kingdom which, among European countries, has introduced the most extensive and the most effective system of co-ordination and supervision in the matter of radio broadcasts in order that the large network of local stations can merge with the public radio service - with traditional aims - by taking on board the cultural pluralism that has been national policy since the 70s. A fact which reflects the special position of this country in regard to majority/minority relations (13).

To overcome the lack of training, identified as the main reason for the under-representation of blacks in journalism, an annual training course for 20 black journalists (radio and printed press) was organised at the London Polytechnic in 1983.

To provide immigrants with the means of obtaining information on their country of origin and developing their own culture (the 5th objective), the method most commonly adopted by the various countries is to encourage the greatest possible access to the radio broadcasts and the press from the countries of origin.

In the Netherlands a survey on the subject estimated that 68% and 66% of immigrants respectively read a paper in their own language or listened to radio broadcasts from their country of origin.

A very prolific ethnic press has developed in the United Kingdom, where all ethnic groups have easy access to a newspaper in their own language. This press seems however to be completely neglected by the national and even the local press and in the ethnographic studies carried out on the ethnic communities in Great Britain in the last 30 years. Moreover, because of their limited distribution and often technically archaic presentation, advertisers are uninterested and this often causes serious funding problems (14).

The press of the countries of origin also has a very large circulation in the Federal Republic of Germany, at least in the towns and even includes several foreign dailies. The Turkish daily papers have by far the largest circulation (from 170 to 194,000 copies) and even have a European section.

As we have already said, an analysis of the content of these papers even in their European part, shows that they do not meet the immigrant community's specific needs for information.

In the Federal Republic of Germany television programmes for migrants, begun in 1965 - ten minutes a week for each of the five main groups (Italian, Greek, Spanish, Serbo-Croat and Turkish) - are shown on Channel III in the regional programme of five stations out of eight. The main part of the programme (70-80%) consists of information from the countries of origin. Since 1979 each ethnic group has had an additional broadcast of 45 minutes every fortnight on Saturday on Channel 2. The programme is produced in co-operation with the national television stations of the countries of origin, which give thirty minutes of information and cultural programmes, a limitation due to the censorship of the authorities of the countries of origin.

Analysis of their contents clearly shows that the broadcasts of the countries of origin contribute more to the promotion of tourism than to the study of life in the country concerned (15).

The same difficulty in reaching beyond publicity for tourism is felt in France, in the programme "Images de ...", shown since 1976 every Sunday morning from 10 to 10.30 am, under agreements between France and the three countries of the Maghreb plus Portugal. The programme is produced by each of these four countries in turn and is put over by ADRI (16).

As for the fifth objective, apart from the school programmes made in several countries, particular mention should be made of the French Mosaique experiment, a two-hour broadcast, shown on Sunday morning on FR3. Launched in 1976 to satisfy the needs of immigrants for information and entertainment (a large part was given over to variety shows owing to the almost total absence of the music of the emigration countries in the entertainment programmes of French channels), this programme, through its many topics, has recently moved towards a type of programming which seeks to bring together news items, news stories in France (Paris and the provinces) and abroad, programmes for children (animated cartoons, stories), variety performances of today and yesterday, sport and practical information; it endeavours to promote the personal stories and successes of immigrants and their "insertion" in society with respect for their cultures, by means of portraits and by emphasising the initiatives of the associations and the various communities, and to foster better understanding. The programme has a specific audience, both immigrant and French, which, according to a recent information survey, appreciate it and hope that it will remain centred on the communities of foreign origin and with the present intercultural outlook. According to the same survey however the programme has its limitations which can be summed up as: among immigrants, great expectations but also much dissatisfaction; in the French community, considerable indifference and some expectations (not quantified and not quantifiable) (17).

We cannot conclude our account of what is being done with regard to the fifth objective without referring to the recent expansion of televised programmes, particularly in television for schools or other educational programmes and in audio-visual production for children and adolescents with regard to human rights, intercultural education, peace, tolerance, international understanding and opening a window to the world. This is a terrain very conducive to developing valuable co-operation between minorities, educationists, scientists, journalists and media producers and distributors, a co-operation which some recent experience shows to be promising (18). The participation of the immigrant communities and minority groups in the conception and production of these programmes is essential if they are to be creative according to the spirit and letter of the work of the International Conference at Tampere and that of the Council of Europe (19).

3. What remains to be explored

It is significant that, until recent times, very little research has been done in Europe on the information and communication networks serving the immigrant communities in radio and television and that the majority of studies have stopped at the analysis of the national majority press in regard to what is said about immigrants.

The information and communication of immigrants in a civilisation of information and image (and image in colour) has therefore remained unexploited.

3.1 Media-immigration relations: the integration and aculturation of children

What is still more unfortunate is that the research done has failed to analyse the consequences of keeping immigrants away from the media concerned with the educational system and of the effect this has on the new generations.

Thanks to television, the media have reached out to the child and the adolescent to an enormous extent and through them to the school and the whole educational system. Television has thus become a "parallel school" or, better still, the "second curriculum" followed by every child.

If we look, for example, at the changes introduced into the acculturation of immigrants' children in the United States after the advent of television, how can we compare the conditions of the cultural integration of the new generations of Italian, Polish and German immigrants in the USA at the beginning of the century to that of the children of Mexican immigrants today? According to USA statistics 98% of households have at least one television set and the majority of children below the age of five spend at least 23 and a half hours a week watching it, while for their elders the average figure is 30 hours a week (20). According to some research findings, when children in the United States have finished their compulsory schooling, they will have spent about 15,000 hours in front of their television sets, as against 1,200 hours in the classroom. Many children spend more time watching television than on any other activity, apart from sleep (21).

Is the integration which results today from these new forms of the media better than the integration of immigrants' children at the beginning of the century? We doubt it. We need only refer, on this subject, to a study (1981) by Professor Earl BARCUS of the University of Boston on the commercial programmes meant for children. His study shows that only 3.7% of all the characters in the programmes were black, 3.1% Spanish, o.8% Asians and only one Indo-American made an appearance in the whole production series. Furthermore, 57.5% of the characters who speak are white and 33.8% are animals, robots and other non-humans. When an animal has more chance of giving utterance than a black person, it is time, observes BARCUS, to look more closely at what children are viewing on television (22).

We may well ask whether the street, the games, the neighbourhood life shared by the immigrants' children of former times with their neighbourhood friends did not provide a setting for integration and acculturation which was closer to real life and whether the direct interpersonal relations which they presupposed did not give a better education in knowledge of the world? For us the question remains open.

What we want to point to here is simply the upheaval in the processes of integration and acculturation brought about by the media: an upheaval of which we have not yet become aware and on which very little comparative research, particularly in regard to time and space is being done.

3.2 Media-immigration relations and the new technologies

No-one can yet foresee - owing to the lack of scientific studies - the impact which the great advance in the so-called "new media" (videotex, satellite, micro-information, cable etc) could have on media-immigration relations - particularly in terms of the process of cultural identification, social integration, inculturation and acculturation; the impact there might be on these processes of, for example, communication by satellite, computerisation, internationalisation of production and distribution, restructuring of the communication industry, its deregulation and privatisation and the international circulation of images.

No-one doubts that the technological conditions in which the media operate, even the most traditional like the press, and their capacity for implantation and dissemination have developed enormously in the immigrant communities in Europe as well, in comparison with the state of affairs between the wars or in the 50s-60s. As witness, for example, the new context of communication in some ethnic minorities in the United Kingdom, like the Punjabis and the Guieratis who have newspapers typeset by computer and printed in four colours; or the Chinese who have a daily (Sing Tao) produced thanks to very expensive facsimile transmission by satellite from Hong Kong and a very modern print shop in the suburbs of London; or again, the Urdus who have a daily (Nawai Wagt) which is part of a chain of Pakistani papers and who find it cheaper to produce an "international" edition in Karachi from material despatched daily by telex and sent back to London for distribution (23).

We find a similar situation in Germany where some communities, like the Turks, can obtain daily the European edition of their main papers (Hurriyet, Terecuman and Milliyet), typeset in part (about 10%) by editorial staff in Frankfurt, who send it to Istanbul where the original edition if type-set and returned to Frankfurt for the printing and distribution of an estimated 170,000 to 194,000 copies (24).

Analysis of the content shows that, even in the European section of these papers, there is little information regarding either integration in German society or preparation for returning to Turkey. Turkish research even shows that Turkish papers not only fail to satisfy the needs of integration through information, but, if anything, hamper them (25).

Even in this case, there is a danger that technological innovation, for all the greatly increased contacts it has established between the media and immigration, may - for lack of serious research and of a policy which takes the new conditions into account - go counter to the needs of identification, integration and acculturation of the immigrant communities.

What we have found in regard to the press can be extended to television, resulting in the introduction of new strategies by the immigrant communities seeking to satisfy their growing need for information and identification, strategies which rely on the new opportunities offered by the new media.

We share, at least in part, the interpretation given by Manfred OEPEN of the Turkish video boom in Germany as a symptom of unsatisfied needs. The crucial lack both of information and entertainment in German televised programmes has become an evident fact of life; it appears that the Turkish population has found a way of escaping from this dilemma. It is to compensate for the inadequacy of the public service that there has been such a great surge in the private market in Turkish video cassettes (26).

A study of the situation in Berlin shows that about 20% of all Turkish households possess a video recorder and 16% have video cameras. That is three times the number possessed by German households, who hold the world record for these devices (27). About 12 Turkish companies produce 380 titles, with an average circulation of 600 cassettes (23% comedies, 21% musical films, 21% melodramas and 13% adventure films). About 70% of the users are young people between 15 and 30 years old.

About half of the Turkish users of videos watch German cassettes: 90% of them would like a greater supply of language courses and 70% of educational information: 25% of the users watch their videos every day and 50% several times a week. Video is therefore becoming the most important media activity and could soon become the most important of all leisure activities. Furthermore, as OEPEN remarks, the individual nature of video watching is eroding the traditional social and communication patterns in Turkish families, formerly marked by a high degree of interpersonal and collective contacts (28).

4. Towards a new philosophy

4.1 From the specific to the comprehensive approach

The changes that have occurred in the past 20 years at the international level (north-south relations; unification of the European geographical area; decolonisation) in the cultural and ethnic composition of national communities, in the demographic and social composition of immigrant communities and in the development of communication technology are necessitating the formulation of a new philosophy in regard to media-immigration relations; one that can take on board the new social, political, economic and cultural issues posed by these changes.

The Council of Europe's Project No. 7 provides ample evidence of this need. The cultural diversification of the populations of Europe and its consequences for European educational systems; the persistence of the ethnic and cultural identities of immigrant or immigration-derived communities, which sometimes display the characteristics of ethnic minorities or religious minorities; the socio-cultural implications of the prolonged residence of immigrant communities, are all factors which pose the problem of a media policy directed towards the harmonious integration of the new generations and to the recognition of diversity (29).

There has been a transition in the pattern of immigration from a class of workers to a population which is no longer just an economic entity but is now beginning to get involved in all sectors of society, particularly education, the family, culture, leisure, social habitat, youth, the condition of women, justice, human rights, participation in the life of the local communities, areas which demand an ever-increasing investment in the media (press, film, radio, television).

From philosophies which limit the problem to its economic and specific aspects and to its contingent character we must proceed to conceptions of society as a whole.

4.2 Towards a new educational approach. From programmes for the culturally different to the cultural education of all

Information on the culture of "other people", as given today by the media, is limited to information of a descriptive type. The authors and producers of programmes must succeed in giving information on cultures which is of a genetic and explicatory type: they must present cultures as formations devised by societies and groups in order to meet the challenges of their environment, to discover ever new and changing needs and to adapt to them.

Faced with similar problems, many similarities will appear in the collective reactions both of the majority and of the minority groups.

It is necessary that the media should help readers, listeners and viewers to place themselves at all times in relation to others and should give them the means to diversify their references and to live within the cultural conditions of their environment, in a fully legitimate way.

We must choose an educational approach which seeks the recognition of diversity (even within the majority population) rather than an educational approach directed at the culturally different (aimed at specific and isolated groups and introducing institutional segregation, even in the media).

Intercultural education - through the media - is not a problem of specific communities; it is the cultural education of all, including of course the non-minorities.

Is this possible, in view of the inequality we have found to exist and in the context of the power relations which exist in real life?

If we answer this question in the negative, we must ask ourselves whether the media have any role to place at all. A positive outcome can only be found in the inter-reflection and inter-reaction of the various agents in the educational field and in their co-operation (journalists, technicians, producers, educators etc). These communicative relations between partners working on the same environment are essential for those responsible for communication (30).

4. Towards a new strategy: direct participation of the new generations in the media: the young and women

The vitality of the associative trend among young people descended from immigrants can be gauged by the number and variety of initiatives taken in different countries in recent years. It is particularly in the field of communication that progress has been made: newspapers, reviews, local radio stations are supremely important means of expression (31).

The desire of young people descended from minority groups to be able to express freely their sensibilities and their aspirations on a footing of equality (32) with the native population represents not only a challenge but also an opportunity for the host societies and the societies of origin, which are called upon to abandon their ethno-centricity. The countries of origin are challenged by the development of the cultural references and aspirations of their citizens abroad, particularly young people and women, and should be induced to adapt their cultural policies for the communities established abroad to the new practices of the young.

The host country should help young people (of both sexes) to acquire professional qualifications in the matter of cultural creation, particularly in the media (press, radio, television).

Finally, women are essential partners in any educational strategy of the media, not only by virtue of the "key role" which they play in the acculturation and schooling of their children, but also of their important role in the development of social and cultural practices within the family group and the social group to which they belong (33).

It is probably on these lines that the long history of media-immigration relations - a history marked by silence, ignorance and stereotypes - can take a new turn and new prospects be open up for changing the media image of immigrants.

NOTES

1. HUJANEN T (pub), The role of information in the realisation of the human rights of migrant workers. Report of the International Conference Conference, Tampere, June 1983. Department of Journalism and Mass Communication, University of Tampere, Finland 1984.

2. MINKIKINEN Sirkka, The role of the mass media in educating young people for life in an interdependent world, Haikko, Finland (Summary of address, 8 pages).

3. An initial study - record of the media and immigration was carried out for the purposes of the project on culture and the media of the Council for Cultural Co-operation by Bruno DUCOLI and Anne MARTINOW-REMICHE, in 1979. See: «The media in the service of the cultural identity of migrant workers», CCC, Strasbourg, 1979. Two booklets: DECS/DC (79) 59 F and DECS/DC (79) 77 F.

4. Ralph SEHOR, French public opinion and foreigners, 1919-1939. The Sorbonne publications, 1985, Paris, p 761; Mireille CARRERE, Information on immigration and the French daily press, Paris 1979, pp 296 - appendices; Pierre SEGURET, Images of immigrants and immigration in the French press: Study of five major news dailies, Thesis, PAUL-VALERY University, Montpellier III, July 1981, pp 389; for the United Kingdom, Germany, the Netherlands, see bibliographical references cited in the national reports presented respectively by Charles HUSBAND and Jagdish M CHOUHAN, Manfred OEPEN and Denis McQUAIL (see note 1).

5. Ralph SCHOR, op cit, p 10.

6. Mireille CARRERE, op cit, p 296.

7. Selim ABOU, Cultural identity and the problems of acculturation, Paris, pub Anthropos, 1981, p 125 ff.

8. Text quoted by Charles HUSBAND and Jagdish M CHOUHAN, Local radio in the communication environment of ethnic minorities in Britain, in discourse and communication, pub Teun A Von DIJK, WALTER de GRUYTER. Berlin, New York, 1985, p 270.

9. See: Council of Europe, Case study on the programme "Television as a meeting place", by JMF TEUNISSEN, Hambourg (FRG), Strasbourg, 1983, 13 pp, Doc. DECS/EGT (83) 8.

10. OEPEN, M,National Report of the Federal Republic of Germany. Media, migrants and marginalisation, op cit p 125; McQUAIL D, National report of the Netherlands, op cit, p 201.

11. OEPEN, op cit, p 141.

12. In 1975, it was estimated that only 0.09% of journalists working in the British press were blacks.

13. HUSBAND C and CHOUHAN J M, Local radio in the communication environment of ethnic minorities in Britain, op cit, pp 282-290.

14. HUSBAND C, National report of the United Kingdom, The role of the mass media in the communication environment of ethnic minorities in Britain, op cit, pp 295-296.

15. OEPEN, op cit, p 139.

16. GASPARD Françoise, (Report to the Minister for Solidarity), Information and cultural expression of the immigrant communities in France. Survey and proposals. Paris, 1982.

17. Main conclusions of the studies carried out on the Mosaique audience, March 1986 (Report not published). During the survey 2,000 persons representative of the French population were questioned to gauge the audience for Mosaïque: 1,330 foreigners from 11 different countries were questioned to determine the audience for Mosaïque in the main immigrant communities. Among the nationalities which watch the programme, the most numerous are the Maghrebians and the Turks (about 56 and 44%).

18. Numerous programmes on multicultural education are shown on school radio and television in Great Britain. An important role in ensuring the quality of these services is played by the IBA (Independent Broadcasting Authority.

19. See the final report on Project No. 7 of the CDCC on The education and cultural development of migrants, Rotterdam, 1986.

20. GIORDANO Joseph, Italian Americans and the media: an agenda for a more positive image, in "Lydio F TOMASI (pub) "Italian Americans. New perspectives in Italian immigration and ethnicity», Centre of Migration Studies, New York, 1985, pp 68-69.

21. Ibid.

22. GIORDANO Joseph, op cit, p 68.

23. HUSBAND C, CHOUHAN J M, Local radio in the communication environment of ethnic minorities in Britain, p 281.

24. OEPEN M, National Report of the Federal Republic of Germany, Media, migrants and marginalisation, pp 140-141. Among the Turkish researchers quoted by M OEPEN, are: AKTAN M, Guest workers and the mass media. Ghetto creation in the field of mass communications (in: Migration 1, Berlin, 1981) and ISKENDER S, "The Media and organisations and their contribution to the integration of the Turkish minority, Berlin 1983.

25. OEPEN M, op cit, pp 140-141.

26. OEPEN M, op cit, p 143.

27. KLITZE D, The fourth programme. Studies of the Turkish video market, Berlin, 1982, quoted by M OEPEN op cit, p 143.

28. OEPEN M, op cit, p 144.

29. Council of Europe, Final report of the Project Group. The CDCC's Project No. 7. The education and cultural development of migrants, DECS/EGT (86) 6, pp 21-31.

30. In the comprehensive approach to the problem of media/immigration relations, the trend in recent years in France has been to attack the marginalisation of immigrants in television programmes by going beyond the present scheduling of specific programmes, taking particular care that the new articles and conditions of the programme companies of the public audio-visual services should take into account the necessity of satisfying the specific needs of the immigrant communities (see F GASPARD's report, cited in note (16), p 65). The marginalisation of immigrants in television is reflected in the complete absence on the French channels of films produced by their countries of origin. In 1981, for example, out of 192 films shown at 8.30 pm on Channel III, 105 were French and 87 foreign, of which 70 from the United States, 6 from Great Britain, 4 from Italy, 3 from Austria, 2 from Germany and 2 from Switzerland. Out of 47 films shown in "The midnight film", 19 were French with almost all the foreign films coming from the United States.

31. See: Council of Europe, fianl report of Group No. 7, op cit.

32. In France since July 1982, the date of the Act liberating the audiovisual industry, a large network of local radio stations was set up run by groups of young immigrants, in particular Maghrebi, black Africans and Portuguese. We may mention among others the Arab stations on the FM band which can be heard in Paris: Radio Soleil, Radio Afrique, Radio Orient, Radio G the voice of the immigrant, Radio Third World, Radio Beurs; and in Marseille: Radio Gazelle. See Luc BARBULESCO: Arab radios on the FM band, in "Esprit", June 1985, pp 176-185. In 1984 the first meeting of the directors of the Portuguese programmes of 16 local radio stations was held at Orleans. (Cf CEDEP. The Portuguese in local radio stations in France, Paris, 1984, 22 pages).

33. See: Council of Europe, Final report of Group No. 7, op cit.